- Satellite News Channel has easy 'birth'
- Unanimous FCC nod lets 'the birds fly'
- Cable stock drops raise eyebrows of experts
- Milwaukee franchise tests practice, patience

CableVision™

The news and features weekly of the cable television industry July 5, 1982 $3.00

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Pitching pay TV to the cable-free

Inside look offered on Oak's success machine

CableVision July 5, 1982. Volume 7, Number 43

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SNC goes live

Satellite News Channel debuted June 21. Its first story was about Princess Diana going into labor and made an interesting analogy for President Bill Scott as the new cable baby was delivered smoothly. **Leading the week, pages 14-17.**

DBS authorized

FCC Chairman Mark Fowler said "let the birds fly" as the commission unanimously approved the adoption of regulations authorizing the operation of direct broadcast satellites. **Leading the week, pages 14-17.**

Legislative snags

Opponents of H.R. 5158 have managed to slow the progress of the bill during the House Energy and Commerce Committee mark-up sessions. It appears to be anyone's guess as to when and in what form the bill will emerge. **Leading the week, pages 14-17.**

CBS/Fox in starting blocks

CBS Inc. and 20th Century-Fox Film Corp. have announced that the long-awaited joint venture will become operational within 30 days. Cable service provisions are still being negotiated. Also, Fox Telecommunications President Stephen Roberts will assume duties as president and CEO of the new venture on an "interim" basis. **Leading the week, pages 14-17.**

Connection in Newark

New Jersey's largest city is unwired no longer as Connection Communications began operations of its 52-channel, 120,000-home cable system. Ten percent of the system has been passed with some 100 homes on line for the premiere. **Page 20.**

Plotting HBO course

Bridget Potter is Home Box Office's new vice president of original programming. She fully expects her past in television entertainment to play a major role in what HBO viewers see in the future. **Page 20.**

Marketing news

Satellite News Channel launched with 12 charter national advertisers. That list included four American automakers. SNC's sales approach is different from television norms and the technique is creating some controversy. **Page 24.**

Cable stocks dip

Some Wall Street cable watchers and industry executives attribute a downturn in industry stocks — particularly among hardware suppliers — to not only poor economic conditions, but also to persistent bugs in addressable converter technology. **Page 49.**

IBM's protocol

Videotex market plans announced recently by the huge computer firm is little or no threat, at least for now, to the consumer market or cable industry. That is the opinion of industry insiders. **Page 49.**

Who's winning Milwaukee?

Charges and countercharges are flying fast and furious on the heels of a quite unexpected franchise vote in this city. The issue is as unsettled as it is settled with the mayor expected to have the last word. Then again, the council can veto that word. **Page 55.**

Opinion by expertise

Rep. Al Swift is emerging as a stalwart for telecommunications policy. A great deal of Swift's knowledge and interest in the area come from the days he spent in broadcasting and radio. **Page 59.**

The Week in *CableVision Plus*

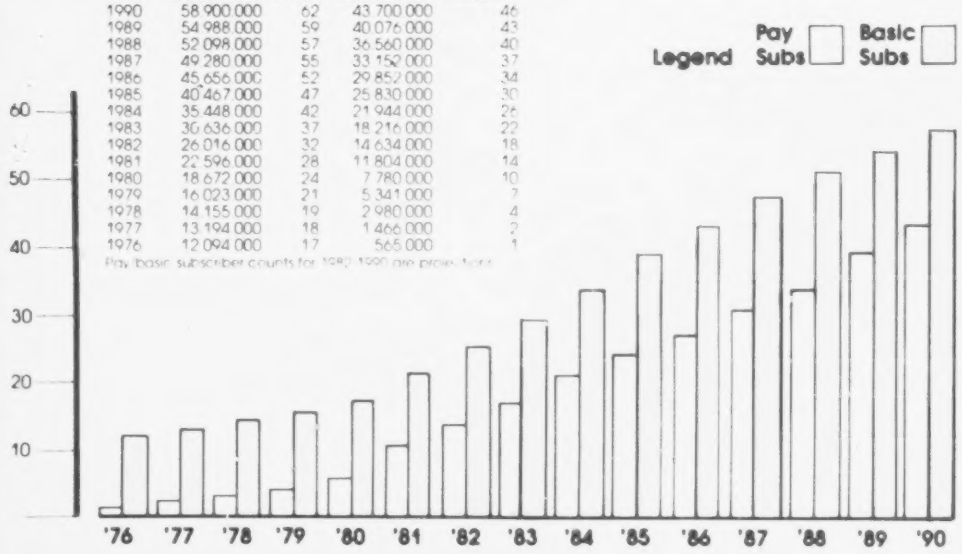
While cable slowly snakes its way around the nation's capital, a gung-ho band of pay TV marketeers, with pockets full of money and ideas, is scooping up movie-and sports-hungry viewers via STV and MDS. Selling a new channel in a largely non-cabled market, is a relatively easy job, however, compared to the task ahead of Oak Communications. From Rancho Bernardo, Calif., in an interview with *CableVision*, Oak Communications President Werner Koester elaborates on the not-so-simple task of selling the cable industry on addressability. As for the emerging problem of how the cable operator can avoid getting lost in the channel line-up, the computer may have an answer.

Cable stats

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	58,900,000	62	43,700,000	46
1989	54,988,000	59	40,076,000	43
1988	52,098,000	57	36,560,000	40
1987	49,280,000	55	33,152,000	37
1986	45,656,000	52	29,852,000	34
1985	40,467,000	47	25,830,000	30
1984	35,448,000	42	21,944,000	26
1983	30,636,000	37	18,216,000	22
1982	26,016,000	32	14,634,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1980-1990 are projections.



Cable barometer

Television households (TVHH) ... 81,500,000

Homes passed by cable (HP) 44,252,000

Percent of TVHH passed by cable 54.30%

Basic cable subscribers 24,242,000

Percent of TVHH with basic cable .. 29.75%

Percent of HP with basic cable .. 54.78%

Pay cable subscribers 13,219,000

Percent of TVHH with pay cable ... 16.22%

Percent of HP with pay cable ... 29.87%

Percent of basic subs with pay cable 54.29%

Figures are as of May 31, 1982

Film product comparison—July

Film	Networks					Distributor
A Challenge for Robin Hoodt				(HTN)	C*	Warner Bros
A Change of Seasons					C*	Filmways
A Clockwork Orange					C	Warner Bros
A Face in the Crowd					C*	Castle Hill
A Fistful of Dynamite			(TMC)		C*	MGM/UA
Agatha				(HTN)	C	Warner Bros
Airplane			TMC*	(HTN)		Paramount
All The Fine Young Cannibals		ST*				MGM/UA
Amarcord			TMC			New World
The Amazing Adventures of Joe 90		ST*			(C)	ITC
The Apple Dumpling Gang Rides Again	(HBO)	ST	(TMC)	(HTN)		Disney/Buena Vista
The Asphalt Jungle		(ST)		HTN	(C)	MGM/UA
Barry Lyndon				HTN	C	Warner Bros
Battleground		ST*			(C)	MGM/UA
Bells are Ringing				HTN	(C)	MGM/UA
Big Wednesday					C*	Warner Bros
The Bitch		ST				Brent Walker
Blood Beach			TMC			Jerry Gross
Blow-Up		(ST)			C	MGM/UA
Boulevard Nights					C	Warner Bros
Boys' Night Out		ST		HTN		MGM/UA
Burn					C	New World
The Case of the Mukkinese Battle Horn					C*	Janus
Cheaper to Keep Her					C	Paramount
The Children			(TMC)		C	World Northal
Choices			TMC			Serendipity
Chu Chu and the Philly Flash	(HBO)	ST*	TMC*	(HTN)		20th Century-Fox
Crossbar	HBO					RMS
Cutter's Way		(ST)	(TMC)		C*	MGM/UA
Darby O'Gill and the Little People	(HBO)		TMC*	HTN		Disney/Buena Vista
Doctor Zhivago		ST				MGM/UA
The Dogs of War	(HBO)	ST*	(TMC)			MGM/UA
Don't Answer the Phone			TMC			Crown International
The Dot and the Kangaroo				HTN*		Satori
Echoes of a Summer					C	MGM/UA
Fairy Tales		ST				Samuel Goldwyn Co
Fall Line		ST				Embassy
Falling in Love Again			TMC			International Pictures
Fame	HBO	ST	(TMC)		(C)	MGM/UA
Far from the Madding Crowd	HBO*	(ST)		HTN		MGM/UA
Final Cut			TMC*			Satori
Firecracker		ST*				New World
For Your Eyes Only	HBO	ST	TMC	HTN		MGM/UA
Fort Apache, The Bronx	(HBO)				C	HBO
Foul Play			TMC			Paramount
Foxes			(TMC)		C	MGM/UA
Friday the 13th	(HBO)		TMC			Paramount
The Fun House	(HBO)	ST	(TMC)			Universal
Galaxy of Terror	HBO					New World
Gas	HBO		TMC			Paramount
Genesis in Concert					C	Miramax
Get Out Your Handkerchiefs					C	Filmways
Gigi	(HBO)	(ST)		HTN		MGM/UA
Give Me Liberty	HBO					Kandel Enterprises
Gloria	HBO		TMC	(HTN)		Columbia
Going Ape	HBO*		TMC*			Paramount
The Gong Show Movie		ST	TMC			Universal
Graduation Day		ST*			(C)	Wescom
The Great Muppet Caper	HBO*					AFD
The Gumball Rally					C	Warner Bros
The Hand		ST	(TMC)			Warner Bros
The Hanging Tree				HTN		Warner Bros
The Happy Hooker		ST			C	Swank
Hardly Working	HBO				(C)	Hardly Working Co
Hawmps	HBO			HTN		Viacom
Heaven Can Wait		TMC				Paramount
Heavens Above					C	Viacom
The Hideaways		ST				Telepictures
The High and the Mighty					C	Batjac
The High Country			(TMC)		C*	Crown International
High Risk	HBO*	ST				Viacom
History of the World, Part One	HBO	ST	TMC			20th Century-Fox
Home from the Hill		(ST)			C*	MGM/UA
Hondo					C	Batjac
How I Won the War			TMC			MGM/UA
Huckleberry Finn		ST				New Hope
The Hunter			TMC	(HTN)		Paramount
The Hustler of Muscle Beach					C	HBO
1941	(HBO)		(TMC)	HTN*		Universal
In God We Trust	HBO	ST				Universal
The Incredible 20th Century				HTN		20th Century-Fox
Inside Moves			TMC		C	AFD

Cable stats

Film	Networks					Distributor
It's My Turn			TMC			Columbia
Jack and the Beanstalk				HTN		Columbia
Janis					C	Universal
The Jazz Singer	(HBO)				C*	EMI
Kill and Kill Again	(HBO)		TMC			Film Ventures
Kramer vs. Kramer	HBO	ST*	TMC	HTN*		Columbia
La Cage Aux Folles II		ST*	(TMC)		(C)	MGM/UA
The Last Days of Man on Earth			TMC*			New World
The Last Metro	HBO*		(TMC)	HTN		MGM/UA
The Last Time I Saw Paris		ST				MGM/UA
The Late Show				HTN	(C)	Warner Bros.
Le Sex Shop		ST				Castle Hill
The Learning Tree				HTN	(C)	Warner Bros.
Leave Yesterday Behind					C	HBO
Lies My Father Told Me				HTN		Columbia
Lipstick		ST				Paramount
Mad Wednesday					C	Universal
Magnificent Hustle				HTN*	(C)	Worldvision
Man of La Mancha			(TMC)	HTN		MGM/UA
The Man with Bogart's Face				HTN*	(C)	Viacom
The Marvelous Land of Oz				HTN*		Universal
Massacre at Central High		(ST)	TMC		(C)	Viacom
McLintock					C	Batjac
McVicar			TMC			Crown International
Mogambo		(ST)		HTN		MGM/UA
Monty Python and the Holy Grail			(TMC)		C*	Cinema 5
Morgan					C*	Viacom
The Music Lovers			TMC			MGM/UA
The Music Man					C*	Warner Bros.
My Bloody Valentine	HBO		(TMC)			Paramount
My Champion	HBO*					Filmways
Mystery Island			TMC			Satori
Mysterious Stranger			TMC			Viacom
Nashville Girl		ST*				New World
The Night the Lights Went Out in Georgia	HBO					Viacom
Norman ... Is That You?		ST				MGM/UA
North Avenue Irregulars	HBO		(TMC)	(HTN)		Disney/Buena Vista
The Odd Angry Shot				TMC		Atlantic
Oh, God! Book II			(TMC)	HTN*	(C)	Warner Bros.
Oh Heavenly Dog					C	Mulberry Square
Oliver Twist		ST		(HTN)		Warner Bros.
On the Right Track	HBO*	ST*	(TMC)	(HTN)		20th Century-Fox
Only When I Laugh	HBO					Columbia
Ordinary People		(ST)	TMC			Paramount
Outlaw Blues		ST		(HTN)	(C)	Warner Bros.
Paradise Alley			TMC		C*	Universal
Prime Time			TMC			Swank
Pulp					C*	MGM/UA
Quadrophenia					C*	World Northal
Quo Vadis		ST				MGM/UA
Raggedy Man	HBO		TMC	HTN		Universal
Raging Bull	HBO*	ST*	TMC			MGM/UA
Return of the Secaucus Seven		ST*	(TMC)		(C)	Libra
Rock and Roll High School					C	New World
Rock for Kampuchea					C*	Miramax
Royal Wedding		ST		HTN		MGM/UA
Rude Boy			TMC			Atlantic
The Rules of the Game					C	Janus

Film	Networks					Distributor
Runaway Island	HBO*					Reg Grundy
Running Scared	HBO					Running Scared Co.
S.O.B.	HBO	ST	TMC			Lorimar
Saturday the 14th	HBO*					New World
Search and Destroy	HBO					Viacom
Seems Like Old Times	HBO		(TMC)	(HTN)		Columbia
The Sensuous Nurse					C*	Castle Hill
Separate Ways					C*	Crown International
Serial		ST	(TMC)			Paramount
Shogun Assassin					C	New World
The Shogun Warriors		ST*				Blum Group
Gai King						
The Silent Partner	HBO					HBO
Silver Streak	(HBO)	ST*				20th Century-Fox
The Spy with My Face		ST				MGM/UA
SST: Disaster in the Sky	HBO					HBO
Stardust Memories			TMC			MGM/UA
Star Trek: The Motion Picture	HBO	ST*	(TMC)			Paramount
Strange Behavior		ST				World Northal
Stripes	(HBO)	(ST)	(TMC)	HTN		Columbia
The Stud		ST			(C)	TeleMine
Survival Run			TMC			Film Ventures
The Survivor	HBO					Hemdale
Tess	HBO		(TMC)	(HTN)	(C)	Columbia
Toby and the Koala Bear		(ST)	(TMC)		C	Satori
Tom Sawyer					C	MGM/UA
Tuck Everlasting			(TMC)	HTN*	(C)	Coe Films
Two Way Stretch					C	Alan Enterprises
Union City					C	Kinesis Limited
The Wanderers					C*	Warner Bros.
Where the Boys Are		ST				MGM/UA
Where the Spies Are		ST				MGM/UA
Wifemistress			TMC			Columbia
Willy Wonka and the Chocolate Factory				HTN		Warner Bros.
Wolfen	HBO	ST	TMC			Warner Bros.
The Wrong Arm of the Law					C*	Janus
Zorro, the Gay Blade	HBO*	ST*	(TMC)	(HTN)		20th Century-Fox

■ **Cable Network Legend**

HBO—Home Box Office
ST—Showtime
TMC—The Movie Channel
HTN—Home Theater Network Plus
C—Cinemax

■ Networks in parentheses indicate carriage in February, March, April, May and/or June.

■ An asterisk following a network indicates the film is a carry-over from February, March, April, May and/or June.

■ In total, 176 films appear on the July schedules of HBO, Showtime, The Movie Channel, HTN Plus and Cinemax. Of those titles during the last six months (February-July 1982), nine films have appeared on four of the five services, 15 on three and 45 on two networks. One hundred and seven films are unduplicated.

■ The motion picture distributor to pay cable with the most titles featured this month is MGM/UA with 34, followed by Warner Brothers with 18 and Paramount with 13.

■ James Bond's latest spy escapade, "For Your Eyes Only," hits the July program guide covers of HBO, Showtime, Cinemax and The Movie Channel. Roger Moore (as Bond) shares the Cinemax cover with "S.O.B." John Wayne (in a collection of films) and "Only When I Laugh." Moore and "S.O.B." team up again on the Showtime guide, accompanied by "In God We Trust," "The Apple Dumpling Gang Rides Again," "History of the World, Part I" and more. Over at HTN Plus, the cover highlights Sissy Spacek in "Raggedy Man."

Top 20 MSOs

Rank	Multiple System Operator	Subscribers
1	Tele-Communications Inc.	1,900,000 (4/82)
2	American Television and Communications	1,900,000
3	Group W Cable	1,710,425 (4/82)
4	Cox Cable Communications	1,164,400
5	Storer Cable Communications	1,115,000
6	Warner Amex Cable Communications	943,500
7	Times Mirror	691,225 (4/30)
8	Newhouse Broadcasting*	628,802 (6/1)
9	Rogers-UA Cablesystems	610,874
10	Viacom Cablevision*	561,206
11	Continental Cablevision	505,000
12	United Cable Television Corp.	485,203 (4/31)
13	Sammons Communications	484,631
14	TeleCable Corp.	320,000
15	Capital Cities Cable	303,062 (6/4)
16	General Electric Cable Corp.	298,000
17	Heritage Communications	252,476
18	Comcast Corp.	239,284 (6/2)
19	Cablevision Systems Development	236,000
20	Daniels & Associates	229,415

*Includes Metrovision, NewChannels, Vision Cable
*Includes 40% ownership in Nor-Cal Cable

Top 20 systems

Rank	Location	Operator	Subscribers	
1	San Diego, Calif.	Cox Cable	218,902	
2	Manhattan, N.Y.	ATC	156,675	(3/31)
3	Oyster Bay (Long Island), N.Y.	Cablevision Systems	156,000	
4	West Orange, N.J.	Maclean Hunter	137,574	
5	San Antonio, Texas	Rogers-UA Cablesystems	111,621	
6	Wayne, N.J.	Rogers-UA Cablesystems	106,051	
7	Los Angeles, Calif.	Group W Cable	104,750	(12/81)
8	Tulsa, Okla.	United Cable	100,938	(4/31)
9	Audubon, N.J.	NYT Cable	93,933	(6/12)
10	Erie County, N.Y.	Prime Cable	93,683	
11	San Jose, Calif.	Gill Industries	90,283	(2/82)
12	Tidewater, Va.	Cox Cable	87,800	
13	Austin, Texas	ATC	83,500	(3/31)
14	Central Islip, N.Y.	Viacom	82,447	
15	Orlando, Fla.	ATC	79,100	(3/31)
16	Jefferson Parish/Kenner, La.	Cox Cable	75,164	
17	Manhattan, N.Y.	Group W Cable	69,755	(4/30)
18	Grand Rapids, Mich.	General Electric	71,100	
18	Toledo, Ohio	Buckeye Cablevision	70,447	
20	Hartford/Meriden, Conn.	Times Mirror	69,755	(4/30)

Note: MSO and system subscriber counts are as of 5/31/82 unless noted otherwise.